



# Thai Laws and Television Services Liberalization in ASEAN



**Dr. Prapanpong Khumon**

**Academy of Public Enterprise Policy, Business and Regulation (APaR),  
University of the Thai Chamber of Commerce**

# AV Services: Thailand's Commitment on ASEAN (2015)

## 70% ASEAN Equity

- Video projection services in private screening
- Production of television programmes live or recorded (exc. Broadcasting and AV)**
- Videotape production for scientific education
- Production of sound recording for higher education (exc. Broadcasting and AV)
- Colour correction

## 49% ASEAN Equity

- Film/video production and distribution (exc. Promotion or advertising services)
- Production of television/ radio programmes**
- Production of sound recording (exc. Broadcasting and AV)

## No commitment

- Radio and television transmission services**

# Television Sector's Commitment: ASEAN 2015 (AFAS)

Sectors	Mode 3	Mode 1
Radio and television transmission services	No Commitment	X
Production of television/ radio programmes	49% ASEAN equity	X
Production of television programmes live or recorded (exc. Broadcasting and AV)	70% ASEAN equity	X

# Television Sector's Commitment: ASEAN 2015 (AFAS)

## Sectors

## Relevant Thai Laws

**Radio and television transmission services**

Radio and Television Broadcasting Business Act (2008), and Foreign Business Act (2002)

**Production of television/ radio programmes**

Foreign Business Act (2002)

**Production of television programmes live or recorded (exc. Broadcasting and AV)**

Foreign Business Act (2002)

# Thai Laws on TV Liberalization

## Foreign Business Act 1999

Restrictions to foreigners	Restrictions to ASEAN Investors*	
Television station business Equity < 50%	Television station business Equity < 50%**	TV Production services (excl. broadcasting) Equity < 70%***

## Radio and Television Broadcasting Business Act (2008)

Restrictions to foreigners	Restrictions to ASEAN Investors
License holder Nationality must be Thai Equity < 25% Voting rights < 25% Nationality of < 25% Boards	The same

\* Section 10 of the Act allows exception to foreigners from a country that Thailand is a party and bound by obligations.

\*\* In line with the current commitment (2015) where Thailand has no commitment on TV Transmission Services.

\*\*\* Thailand commits to allow up to 70% ASEAN service provider in production services of TV programmes, live or recorded, excl. all broadcasting and AV .

# Thai Laws on TV Liberalization

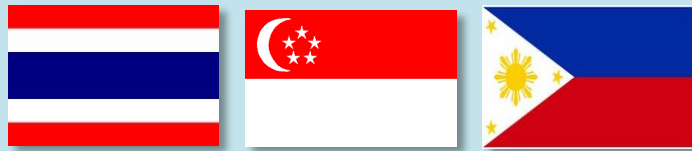
Current status	ASEAN 2015
Foreign Business Act (2002)	<b>No change needed</b>
Radio and Television Broadcasting Business Act (2008)	

Road ahead
Tendency of deeper services liberalization
RCEP (Regional Comprehensive Economic Partnership) <small>Original ASEAN + 6 nations</small>
ATISA (ASEAN Trade in Services Agreement) <small>New ASEAN services trade agreement</small>



# เปรียบเทียบความพร้อมของกิจการโทรทัศน์ในภูมิภาคอาเซียน

กำกับดูแล  
เป็นระบบ



- กำกับดูแลโครงสร้าง
- กำกับดูแลเนื้อหา
- ใช้ดุลพินิจน้อย

กำกับดูแล  
ไม่เป็นระบบ



- ไม่กำกับดูแลโครงสร้าง
- กำกับดูแลเนื้อหาเล็กน้อย
- ใช้ดุลพินิจมาก